

Community Engagement Officer

Stryder Inc. (formerly Ryde Hunters Hill Community Transport)

Position Description

Reports to General Manager

Fixed Term Contract, part-time for 1-year, with a possibility of extension

15 hours per week, preferably Tuesday & Wednesday (flexible)

Salary: SCHADS Award 4:1

The Community Engagement Officer has a twofold purpose. The first is to promote our organisation, with its new visual identity (Stryder Inc), to the broader community to bring in new business and sponsorship. The second is to engage and promote our services to our core community – those who are transport disadvantaged due to their age, frailty, disability, cultural, language, or other special needs.

The role of the Community Engagement Officer is to engage with the local Community, within Ryde and Hunters area and beyond, to research, inform and grow business opportunities for Stryder. The successful applicant will need to have proven skills in sales as well as presentation and communication skills. The position requires a team player who can work with appropriate team members to help cost and implement new business.

The Community Engagement Officer will work closely with the General Manager and Marketing Committee to implement the new marketing plan and be responsible for the distribution of marketing materials to appropriate networks, as outlined in the Plan. From time-to-time the Community Engagement Officer will be required to attend evening networking events or Saturday Expos.

Below is a summary of job description.

- Increase Out-of-Hour Bus hire of Stryder vehicles
- Research, and engage with businesses to develop alternative sources of revenue
- Look for sponsorship opportunities
- Grow our Social Media offering
- Assist General Manager in implementation of Marketing Plan
- Assist Transport Manager and General Manager in integrating new business, including costing, recommendations on staffing, vehicle resources, policies and procedures, etc.
- Research and engage with the local community. This would include local schools and social groups, and groups from the medical, aged care and disability sector.
- Engage with potential NDIS clients or their plan managers about their transport needs.
- Contact culturally and linguistically diverse groups in the local area to build relationships and promote our service, especially the Korean and Chinese communities.
- Contact Aboriginal and Torres Strait Island people in the local area to build relationships and promote our service.
- Other related tasks required by General Manager

ESSENTIAL CRITERIA

- Proven skills in sales
- Excellent presentation and communication skills
- Experience and/or good knowledge of the community services or not-for-profit sector, particularly aged-care and disability sectors
- Excellent customer service skills

- Ability to prepare business and sponsorship proposals for senior management and board
- Ability to work closely within a small team environment and to relate well with others
- A Driver's Licence

DESIRABLE CRITERIA

- Marketing experience
- Ability to navigate and understand social media as a promotional tool
- Experience in the community transport sector
- Experience in working with people from CALD backgrounds
- Mandarin and/or Cantonese speaker or experience in working with these groups
- Knowledge of the Ryde and Hunters Hill area